

Message Text

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15

ACTION VOE-00

INFO OCT-01 EA-10 ISO-00 SCA-01 EB-07 FAA-00 DOTE-00

COME-00 CAB-05 /024 W

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R 090252Z JUN 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 5335

UNCLAS HONG KONG 6355

E.O. 11652: N/A

TAGS: CVIS, ETRD, HK

SUBJECT: PROMOTION OF TRAVEL ON AMERICAN CARRIERS

REF: (A) A-4841 JUNE 5, 1973

(B) HONG KONG A-116 MAY 23, 1974

1. PANAM WORLD AIRWAYS HAS DEVELOPED AND PRINTED IN THE USA A FLYER MEASURING SIX BY SEVEN INCHES WITH THE PRINCIPLE CAPTION READING "MAY WE HELP YOU ALONG?". PANAM ASKS THAT WE STUFF THIS FLYER IN THE PASSPORTS OF ALL SUCCESSFUL VISA APPLICANTS. FLYER, TO BE MACHINE FOLDED BY LOCAL PRINTER AFTER CHINESE VERSION IS PRINTED ON REVERSE, WAS DESIGNED SPECIFICALLY AS PASSPORT INSERT TO ATTRACT TRAVELLERS TO FLY WITH PANAM, AND NOT REPEAT NOT AS DEVICE TO PROMOTE TOURISM OR ONE TO BE MADE AVAILABLE TO APPLICANTS FOR VISAS.

2. RICHARD BOYNTON, PANAM'S DIRECTOR FOR MARKETING FOR PACIFIC AREA BASED HONOLULU, CALLED AT CONGEN JUNE 5 RE THIS PROJECT. HE PLANS VISIT ALL POSTS PACIFIC AREA SERVED BY PANAM FOR PURPOSE OF ASKING POSTS MAKE SIMILAR USE THIS FLYER. WORTHY OF MENTION HERE IS THAT SEVERAL FOREIGN CARRIERS OPERATING PACIFIC AREA MAKE WIDE USE SIMILAR LEAFLETS THROUGH THEIR OWN DIPLOMATIC AND CONSULAR ESTABLISHMENTS.

3. THE ONLY OTHER US AIRLINE SERVING HONG KONG IS NORTHWEST ORIENT. WE CALLED BOYNTON'S ATTENTION TO PROVISIONS (A),
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ESPECIALLY PARAGRAPHS TWO AND THREE ON PAGE TWO, AND STRESSED

THAT IF WE WERE TO FOLLOW STRICTLY THOSE GUIDELINES, SUCH FLYER SHOULD BE COMBINED EFFORT OF PANAM AND NORTHWEST. RECOGNIZING THIS, MR. BOYNTON STILL ASKS THAT WE MAKE THE FLYER AVAILABLE TO SUCCESSFUL VISA APPLICANTS. WE TENTATIVELY AGREED, SAYING THAT SHOULD NORTHWEST COMPLAIN, POST WOULD CEASE DISTRIBUTION OF THE PANAM LEAFLET, FOLLOWING WHICH BOTH CARRIERS WOULD HAVE TO GET TOGETHER TO DEVELOP JOINT FLYER.

4. SINCE POST WILL SOON BE USING NEW FACSIMILE SIGNATURE VISA PLATES WHICH WILL SAVE TIME, WE DO NOT CONSIDER THIS REQUEST AS ONE LIKELY TO CAUSE WORKLOAD PROBLEM IN VISA UNIT. MOREOVER, WE WISH TO ASSIST PANAM AND NORTHWEST WHEREVER POSSIBLE WITHIN EXISTING GUIDELINES.

5. DEPARTMENT'S COMMENTS AND AUTHORIZATION COOPERATE WITH PANAM REQUESTED.
CROSS

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